Victoria Notte

February 7, 2013

Comp1 Professor Interview Essay

While interviewing Dr. Ganahl I was able to learn many new things about. He told me about all the writing he has to do as both a Professor and Mass Communication and Public Relations major. When I was given this assignment I was very unsure about what kinds of writing I would have to do based on my major. I was worried that I wouldn’t be able to tie in writing from the Professional Genre into my project. After asking Dr. Ganahl a few questions I am much more confident about the project.

Dr. Ganahl is the founder and advisor of BU Now. He is very active with it on campus and said that he writes a lot for the website. He also explained to me that memos, research articles, blogging, press releases, newsletters and other news related writings are all apart of the field. When asked about the writing he does on a day to day basis he told me about the 25 text messages, 12 post it notes, the reminders he write on his hands and the message he leaves for his daughter on the mirror in the morning. On a more professional note he said he has to do a lot of office related writings. For example he is constantly writing major projects, stories and applications. Although his audience is normally students and colleges, he also writes for a larger audience in Mass Communications.

Dr. Ganahl gets a lot out of his writing. He gets a lot of feedback as a way to contribute. It also helps him organize his thoughts and influence people’s lives. Although reputation is not one of the reasons he writes, he said it does contribute a very small amount to his writing.

Dr. Ganahl has written many research articles himself. His most recent work is a 25 page chapter titled “Facebook VS. Google+”. It will be featured in a soon to be published book titled Media Management and Social Media Business. The chapter is about the history of social media. It includes a section on both Facebook and Google plus, comparing and contrasting both social networks. The chapter also includes charts and tables to help the readers understand the points he is making.

Dr. Ganahl also told me about a blogger that he really enjoyed. Dr. Ganahl kept up with a blogger named Nate Silver a lot during the elections and still follows him now. Nate Silver writes a lot about public opinion and polling.

After speaking with Dr. Ganahl I now have a better view on what I will have to do in the future. I also have a different view on Dr. Ganahl. He is not only one of my professors but he is also my advisor. He will be a big part of my education for the next 4 years and I feel as if the interview made me appreciate him a little more. I now understand exactly what is expected of me and cannot wait to show him my writing abilities as I continue my education.